



## ***The Great American Food Show*** ***April 27-28, 2004***

**The Show:** The Great American Food Show 2004 will be part of the “World’s Finest Foods” on April 27-28, at the Shangri-La, Makati City, Philippines. “World’s Finest Foods” is organized by the embassies of the United States, Australia, Canada, and New Zealand. This show will showcase a large and unique collection of high quality food and beverages. This is a low-cost opportunity to promote to key retail and food service buyers in one of the most promising growth markets for U.S. foods.

**The Market:** The Philippines is a \$ 1 billion market for imported consumer food and beverages. In 2002, the United States exported over \$171 million of consumer ready food and beverages to the Philippines making the Philippines the largest market for consumer ready foods in Southeast Asia and the 15th largest market for U.S. agricultural products.

The Philippines supermarket and HRI industry continues to modernize and expand in metro Manila and beyond to key provincial cities. This is good news for U.S. exporters since modern chains tend to rely more on imported products than traditional Philippines corner stores and wet markets. Philippine consumers have a preference for U.S. brands and are always on the lookout for new products.

**Best Product  
Prospects:**

Products with the best prospects in the Philippines include chocolate candies, fresh fruits and vegetables, chicken, dairy based food ingredients, chips and other savory snacks, sauces, dressings and condiments, dog and cat food, cheeses, juices, wines, beef, tree nuts and dried fruits.

**Contacts:**

Khaliaka Meardry  
USDA Trade Show Office  
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[Khaliaka.Meardry@usda.gov](mailto:Khaliaka.Meardry@usda.gov)

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[Ramona.Singian@usda.gov](mailto:Ramona.Singian@usda.gov)

**Prices:**

Furnished Booth (3x2m).....	\$800
Table (1x1.5m).....	\$400
Product Representative.....	\$100

**Product Representatives:**

The Agricultural Trade Office in Manila can hire and train local executives to augment your team or represent your products during the show. The Product Representative will be tasked to promote and monitor interest/feedback on your products. The information gathered will provide your company with a collective tool to access the market!

Cost: \$100.00 per representative--includes 3-day training by USDA/Agricultural Trade Office, booth set-up, show proper, and consolidation of information.

**Must purchase a booth or table!**

**Convenient Consolidation Point:**

Ship your product samples via air conveniently through a consolidation point on the West Coast directly to Manila. Consolidation services include customs clearance, storage, and drayage. The exhibitor is responsible for delivery of product samples to the consolidation point. Detailed shipping instructions will be included in the Exhibitor's Manual.

**Shipping Fees:**

- ❖ First 100kg (220 lbs) Free of Charge per \$800 booth
- ❖ First 50kg (110 lbs) Free of Charge per \$400 table and/or ½ booth
- ❖ **All additional charges are the responsibility of the exhibitor!**

**Hotel Accommodation:**

We have negotiated a discounted rate with Shangri-La Hotel of \$110 plus tax per night for single/double occupancy. Additional details will follow.



## RESERVATION FORM

Please keep copy for your records and see terms and conditions!!!

☐ 1 ☐ 2 Number of Exhibitors reserving the booth (Attach data for company No. 2)

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Homepage: \_\_\_\_\_

Product(s): \_\_\_\_\_

☐ Master Card ☒ Visa Card Credit

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

Checks should be made payable to **USDA/FAS**. Send to the following address:

Attn: Khaliaka Meardry  
1400 Independence Avenue SW  
Room 4646; Mail Stop 1052  
Washington, DC 20250-1052

(Use room # if using a courier service and Mail stop if using US mail system)

**Note: US Mail to our office may take several weeks!!!**

**Terms and Conditions**

**Great American Food Show 2004, "World's Finest Foods"**



Upon acceptance of your completed Reservation Form and full booth payment, the following Terms and Conditions will be in effect and are subject to such additions or the USDA Trade Show Office may make changes as. Exhibitors will be promptly advised of any changes or additions.

**The U.S. Department of Agriculture (USDA) agrees to:**

1. Provide the participant with the standard booth package described in this brochure.
2. USDA reserves the right to rearrange the floor plan at any time and/or relocate exhibitors should it become necessary or advisable in the judgment of show management.
3. Issue refunds to exhibitors canceling their participation in the show according to the "Cancellation/Refund Policy" and issue a full refund to all participants, if the show is canceled.

**Cancellation/Refund Policy:**

All cancellations must be made in writing.

**Cancellation Date:**

Cancel prior to or on February, 2004

Cancel after March 1, 2004

**Amount withheld:**

50% of total stand cost

100% of total stand cost

4. Refrain from providing commercial third parties with exhibitor contact information prior to GREAT AMERICAN FOOD SHOW 2004, unless authorized to do so on the Reservation Form.

**The Exhibitor agrees to:**

1. **Promote and display only products consisting of at least 50 percent agricultural and/or food ingredients of U.S. origin, computed on a value or volume basis. Product labels must indicate that the products were either produced or processed in the United States. Show management has the authority to remove any non-U.S. products from an exhibitor's booth.**
2. Accept the location of the assigned booth within the U.S. Pavilion at GREAT AMERICAN FOOD SHOW 2003, with the understanding that assignments will be made according to booth location preferences indicated on the exhibitor's Reservation Form, if possible.
3. Use the booth decoration and design supplied by the USDA Trade Show Office, unless written permission is received from USDA authorizing alterations to the booth design.
4. Pay the cost of any booth personnel, equipment, or services ordered from show management. Payment for all services must be made at the time the services are requested, unless otherwise stated. Outstanding financial obligations preclude participation in future USDA trade shows.

**Continued**



5. Share the assigned booth with no more than one other exhibitor. Note: USDA will authorize no more than two companies to be listed on the booth fascia board and permit no more than two companies to be represented in the booth. All companies must be properly identified on the Reservation Form.
6. Refrain from subleasing the booth; in the case of State Departments of Agriculture, state or regional trade groups, and USDA market development cooperators, booths may be subleased to their members with the approval of the USDA Trade Show Office.
7. Provide a qualified sales representative during the entire show.
8. Display only products for which the participant is authorized to negotiate commercial sales.
9. Strictly observe the regulations prohibiting sales of product samples during the show.
10. Refrain from dismantling the booth before the show closes on April 28, 2004.
11. Arrange for all equipment and booth materials to be removed from the show site on April 28, 2004 within two hours after completion of the show. USDA will not secure exhibitor equipment or booth materials beyond two hours of show completion.
12. Release the U.S. Government, its agents, and officers of liability for any losses due to participation in the U.S. Pavilion, GREAT AMERICAN FOOD SHOW 2004. This refers in particular to late product shipments, in-transit damage, loss of product samples, and unauthorized removal of equipment or supplies at the end of the show.
13. Arrange and pay for the transport of product samples, promotional materials, and equipment back to the United States after the show. Exhibitors may release any remaining product samples to show management for donation to local charities.
14. Complete all questions on the exhibitor evaluation survey, including those pertaining to projected sales, which will be distributed by the Show Coordinator near the end of the show. This information is used on a confidential basis to determine the cost-effectiveness of these activities.
15. The Foreign Agricultural Service is not responsible for any non-refundable expenses that participants incur as a result cancellation of, or non-participation in GREAT AMERICAN FOOD SHOW 2004. These include, but are not limited to non-refundable airline tickets, hotel reservations, and rental car fees.

Please note: Show management is empowered to expel from the show any exhibitor who does not fully comply with the above Terms and Conditions.

**PLEASE KEEP A COPY FOR YOUR RECORDS.**